

SIKKIM

GOVERNMENT



GAZETTE

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GOVERNMENT OF SIKKIM
HOME DEPARTMENT
GANGTOK

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NOTIFICATION

India will be assuming the Presidency of G-20 countries from 1 December, 2022 to 30 November, 2023. For the Presidency the Logo and the theme "**One Earth One Family One Future**" has been recently unveiled by the Hon'ble Prime Minister of India.

2. The Logo and the theme will be the cornerstone around which the entire branding and publicity campaign for India's G20 Presidency Period would be built. These will be used both to familiarize audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible.
3. For achieving these objectives, instructions have been received from the Government of India for extensive use of both the Logo and the theme by the State Governments and their autonomous organizations/PSUs with a whole of Government approach.

Hence, all Heads of Department/Secretaries are requested to make extensive use of both Logo and theme in the following manner:

1. In all publications like annual reports, study papers, budget documents, periodicals and magazines.
2. On websites of department, autonomous organizations and PSUs
3. On stationary like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
4. For co-branding at national/international events that the State Government may be participating in.
5. Social media handles, digital media.
6. Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
7. Office buildings through outdoor publicity (hoardings, digital screens etc.)

8. In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio visual.
9. Use of logo and theme may also be promoted against private partners of State Government for e.g. by hotel chains, transport agents, websites of these companies etc.
10. Government owned petrol pumps that are spread out across the state, may also prominently display the G20 logo and theme.
11. The G20 logo and theme may also be used at any art/craft/cultural festivals and events being organized by Government stakeholders or where the Government is a co-sponsor.

By Order.

**R. Telang, IAS
Additional Chief Secretary
Home Department**